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GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

YAT&C(T)Dept.,- Andhra Pradesh Tourism Development Corporation Ltd., - Engaging M/s. EY Consulting Services, a NICSI empanelled agency, for establishing Project Management Unit (PMU) for Designing Tourism Policy – Administrative Sanction - Orders –Issued.

YOUTH ADVANCEMENT, TOURISM AND CULTURE (T) DEPARTMENT

G.O.RT.No. 139 **Dated: 05-11-2024**

Read the following:

1. G.O.Ms.No.86, Finance (HR.I-Plg & Policy) Dept., Dt:30.08.2024.
2. Circular.Memo.No.2530488/FN01-OPCS0CNTE(APTC)/1/2024-HR-I, Finance (HR.I-Plg & Policy) Department, Dt:12.09.2024
3. e-file.no. APTDC-11085/10/2024-ADMIN SEC-APTDC(C.No.2589577) received from MD, APTDC, 18.10.2024.

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ORDER

In the reference 3rd read above, Vice Chairman & Managing Director, Andhra Pradesh Tourism Development Corporation Ltd., has stated that, the Government of Andhra Pradesh prioritizes tourism as a key economic driver and major source of employment. To unlock the full potential of the Tourism there is an urgent need to capitalize our strengths in spiritual tourism by including Eco-tourism, adventure tourism, wellness tourism, cruise tourism & cultural attractions and also to make the State of Andhra Pradesh as a year round Tourist Destination. To address all these in an effective manner a Project Management Unit (PMU) has to be established. The PMU will focus on designing of the Tourism Policy.

2. The Selection Committee constituted for evaluation of Technical and Financial proposals, has recommended for on-boarding M/s. EY Consulting Services, being a NICSI empanelled agency. NICSI has been requested to send the proforma invoice for procuring one (1) Team Leader for a period of 60 days and four (4) consultants for period of one year and communicated the proforma invoice for 50% cost for 5 consultants for Rs.1,20,97,970 including GST.

3. The Vice Chairman & Managing Director, Andhra Pradesh Tourism Development Corporation Ltd., has requested the Government to permit him for payment of an amount of Rs.1,20,97,970/- from Andhra Pradesh Tourism Development Corporation Ltd., funds, subject to reimbursement as requested by NICSI in their proforma invoice for on-boarding M/s. EY Consulting Services, a NICSI empanelled consulting agency to work with Andhra Pradesh Tourism Development Corporation Ltd.

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4. After careful examination of the matter, the Government, in terms of the instructions issued in the references 1st and 2nd read above, hereby permit Vice Chairman & Managing Director, Andhra Pradesh Tourism Development Corporation Ltd. to engage M/s. EY Consulting Services, a NICSI empanelled agency, by establishing a Project Management Unit (PMU) with one (1) Team Leader plus four (4) Consultants as tabled below, at an estimated expenditure of Rs.2,26,89,250/- and also to meet this expenditure from the Andhra Pradesh Tourism Development Corporation Ltd., funds for on-boarding M/s. EY Consulting Services to work with Andhra Pradesh Tourism Development Corporation Ltd:

Sl.No	Position	Experience (No. of Years)	Number of Experts	No of Months	Min qualification /Experience
1	Team Leader	15	1	2	Masters
2	Consultants	10	4	12	Masters

5. The current period of engagement of (1) Team Leader is for 2 Months and (4) Consultants is for one year w.e.f 16.10.2024. Further extension of the contract for additional support shall be based on the satisfactory performance and approval by the competent authority in accordance with the guidelines in the references 1st and 2nd read above. Any extension will align with the existing contract guidelines and terms.

6. The Vice Chairman & Managing Director, Andhra Pradesh Tourism Development Corporation Ltd., shall take further necessary action accordingly.

7. This order is issued with the concurrence of the Finance Department as per the orders issued in the references 1st and 2nd read above accorded through the online consultancy procurement service on Nidhi portal.

(**BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH**)

V.VINAY CHAND
SECRETARY TO GOVERNMENT

To
The Vice Chairman & Managing Director,
Andhra Pradesh Tourism Development Corporation Limited,
Vijayawada.
Copy to:
The Finance (HR.II) Department.
The OSD to Minister for Tourism (TCC).
The PS to Secretary to Government, YAT&C(T) Dept.,
The Pay & Accounts Officer, Mangalagiri, Andhra Pradesh.
The Accountant General (A&E), Vijayawada, Andhra Pradesh.
SF/SC(**C.No:** 2590596).

// FORWARDED :: BY ORDER//

SECTION OFFICER